

ORDER



Orders
Order / Rev: 723915
Alt Order #: 06387697
Product Desc: OBAMA FOR AMERICA
Estimate: 2175
Flight Dates: 10/25/12 - 10/29/12
Original Date / Rev: 10/22/12 / 10/25/12
Order Type: Political

WFMY-TV

Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	26	\$21,050.00	\$17,892.50
10/29/12	11/04/12	12	\$6,470.00	\$5,499.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$21,050.00	\$17,892.50	0.00
November 2012	12	\$6,470.00	\$5,499.50	0.00
Totals	38	\$27,520.00	\$23,392.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	10/25/12	10/29/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	M - TF - -	1:00	2	\$110.00	P-4	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/25/12	10/31/12	M - TF - -			2		\$110.00		0.00				
E 2	WFMY	10/25/12	10/29/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	M - TF - -	1:00	2	\$260.00	P-3	0.00	NM	2	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/25/12	10/31/12	M - TF - -			2		\$260.00		0.00				
E 3	WFMY	10/25/12	10/26/12	CBS This Morning CBS This Morning	CM	8-10a	- - - TF - -	1:00	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - TF - -			1		\$200.00		0.00				
E 4	WFMY	10/29/12	10/29/12	CBS This Morning CBS This Morning	CM	8-10a	M - - - - -	1:00	1	\$120.00	P-3	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M - - - - -			1		\$120.00		0.00				
E 5	WFMY	10/27/12	10/27/12	Good Morning Show Sat Good Morning Show Saturday	CM	6-9a	- - - - - S -	1:00	1	\$140.00	P-4	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S -			1		\$140.00		0.00				
E 6	WFMY	10/28/12	10/28/12	Good Morning Show Sun Good Morning Show Sunday	CM	6-9a	- - - - - S	1:00	1	\$140.00	P-4	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WFMY	10/28/12	10/28/12	Good Morning Show Sun Good Morning Show Sunday	CM	6-9a	-----S	1:00	1	\$140.00	P-4	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$140.00		0.00			
E 7	WFMY	10/25/12	10/29/12	Price Is Right Price Is Right	CM	11a-12p	M--TF--	1:00	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	M--TF--		2				\$450.00		0.00			
E 8	WFMY	10/25/12	10/29/12	News2 at Noon News2 at Noon	CM	12-1230p	M--TF--	1:00	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	M--TF--		2				\$400.00		0.00			
E 9	WFMY	10/25/12	10/29/12	M-F CBS Soaps M-F CBS Soaps	CM	1230-2p	M--TF--	1:00	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	M--TF--		1				\$550.00		0.00			
E 10	WFMY	10/25/12	10/29/12	M-F 2-3p The Talk	CM	2-3p	M--TF--	1:00	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	M--TF--		2				\$300.00		0.00			
E 11	WFMY	10/25/12	10/29/12	M-F 3-4p Let's Make a Deal	CM	3-4p	M--TF--	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	M--TF--		1				\$300.00		0.00			
E 12	WFMY	10/25/12	10/29/12	M-F 4-5p Ellen Degeneres	CM	4-5p	M--TF--	1:00	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	M--TF--		2				\$200.00		0.00			
E 13	WFMY	10/25/12	10/29/12	News 2 at 5 News 2 at 5	CM	5-530p	M--TF--	1:00	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	M--TF--		4				\$700.00		0.00			
E 14	WFMY	10/25/12	10/29/12	News 2 at 6 News 2 at 6	CM	6-630p	M--TF--	1:00	2	\$1,050.00	P-2	0.00	NM	2	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	M--TF--		2				\$1,050.00		0.00			
E 15	WFMY	10/27/12	10/27/12	Sat 7-730p Wheel of Fortune	CM	7-730p	-----S-	1:00	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$300.00		0.00			
E 16	WFMY	10/25/12	10/29/12	M-F 7-730p Wheel of Fortune	CM	7-730p	M--TF--	1:00	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	M--TF--		1				\$1,100.00		0.00			
E 17	WFMY	10/25/12	10/29/12	M-F 730-8p Jeopardy	CM	730-8p	M--TF--	1:00	2	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	M--TF--		2				\$1,100.00		0.00			
E 18	WFMY	10/25/12	10/25/12	Thu Prime B Person of Interest	CM	9-10p	---T---	1:00	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$3,500.00		0.00			
E 19	WFMY	10/25/12	10/25/12	Thu Prime C Elementary	CM	10-11p	---T---	1:00	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$2,200.00		0.00			
E 20	WFMY	10/26/12	10/26/12	Fri Prime A NCIS	CM	8-9p	----F--	1:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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E 20	WFMY	10/26/12	10/26/12	Fri Prime A NCIS	CM	8-9p	----F--	1:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	----F--		1			\$2,400.00		0.00				
E 21	WFMY	10/26/12	10/26/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	1:00	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	----F--		1			\$2,600.00		0.00				
E 22	WFMY	10/27/12	10/27/12	Sat Prime C 48 Hours	CM	10-11p	-----S-	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S-		1			\$1,500.00		0.00				
E 23	WFMY	10/25/12	10/29/12	News 2 at 11 News 2 at 11	CM	11-1135p	M--TFSS	1:00	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/25/12	10/31/12	M--TFSS		2			\$700.00		0.00				
E 24	WFMY	10/25/12	10/29/12	Letterman Late Night with David Letterman	CM	1135-1235a	M--TF--	1:00	2	\$240.00	P-3	0.00	NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/25/12	10/31/12	M--TF--		2			\$240.00		0.00				
E 25	WFMY	10/25/12	10/29/12	Late Late Show Late Late Show	CM	1235-135a	M--TF--	1:00	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/25/12	10/31/12	M--TF--		1			\$50.00		0.00				
Totals													38	\$27,520.00	